

<i>SERFF Tracking Number:</i>	<i>LFSC-126505211</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>LifeSecure Insurance Company</i>	<i>State Tracking Number:</i>	<i>44939</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>SMD Prospect Flyer</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: LifeSecure Insurance Company

Product Name: SMD Prospect Flyer

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: LFSC-126505211 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Authors: Sue Howard, Judy Lucas

Date Submitted: 02/17/2010

State Tr Num: 44939

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 03/01/2010

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name:

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/01/2010

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/01/2010

Created By: Judy Lucas

Corresponding Filing Tracking Number: LFSC-126051299

Deemer Date:

Submitted By: Judy Lucas

Filing Description:

LifeSecure Insurance Company - NAIC #77720

Advertising

Previously Approved Policy Form - LS-0002 AR 03/09

Attached for your review and approval is a new piece of advertising. This form is new and does not replace any existing forms currently in use in your state. This form will be used with our previously approved individual long term care product (Corresponding Tracking # above).

A statement of variability is included for this form.

SERFF Tracking Number: LFSC-126505211 State: Arkansas
Filing Company: LifeSecure Insurance Company State Tracking Number: 44939
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: SMD Prospect Flyer
Project Name/Number: /

If you have any questions or need any additional information, please contact me. I can be reached at (810) 220-4610 or jlucas@lifeseecureltc.com.

Judy Lucas
Senior Compliance Specialist

Company and Contact

Filing Contact Information

Judy Lucas, Senior Compliance Analyst jlucas@lifeseecureltc.com
10559 Citation Drive 810-220-4610 [Phone]
Suite 300 810-220-4690 [FAX]
Brighton, MI 48116

Filing Company Information

LifeSecure Insurance Company CoCode: 77720 State of Domicile: Michigan
10559 Citation Drive Group Code: 572 Company Type: Life, A & H
Suite 300 Group Name: BCBS of MI GRP State ID Number:
Brighton, MI 48116 FEIN Number: 75-0956156
(810) 220-8774 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: 1 advertising piece
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
LifeSecure Insurance Company	\$25.00	02/17/2010	34254825
LifeSecure Insurance Company	\$25.00	02/25/2010	34444071

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted	
Filed	Marie Bennett	03/01/2010	03/01/2010	
Filing Notes				
Subject	Note Type	Created By	Created On	Date Submitted
Filing Fee	Note To Filer	Ashley Roberts	02/24/2010	02/24/2010

<i>SERFF Tracking Number:</i>	<i>LFSC-126505211</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 03/01/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability		Yes
Form	Prospect Flyer		Yes

SERFF Tracking Number: *LFSC-126505211* *State:* *Arkansas*
Filing Company: *LifeSecure Insurance Company* *State Tracking Number:* *44939*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *SMD Prospect Flyer*
Project Name/Number: /

Note To Filer

Created By:

Ashley Roberts on 02/24/2010 04:17 PM

Last Edited By:

Marie Bennett

Submitted On:

03/01/2010 02:13 PM

Subject:

Filing Fee

Comments:

Please send an additional \$25.00 with this filing.

Thank you!

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Form Schedule

Lead Form Number: SMD-LSLT91-0210

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	SMD-LSLT91-0210	Advertising Prospect Flyer	Initial			SMD-LSLT91-0210 - Prospect Flyer.pdf

▲ TO OPEN — SLIDE FINGER UNDER THIS EDGE ▲

[May B. Doe]
[123 Anystreet, 3-E]
[Yorton, OH 12345-6789]
[.....]

[PRSRT STD]
[US POSTAGE]
[PAID]
[Permit #1454]
[Dallas, TX]

OPEN ON REVERSE

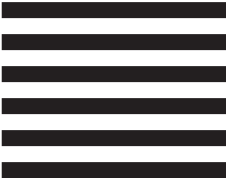


BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 2086 DALLAS, TX

POSTAGE WILL BE PAID BY ADDRESSEE

[NATIONAL PROCESSING CENTER]
[UNITED FARM FAMILY LIFE INSURANCE COMPANY]
[PO BOX 00000]
[CITY ST 12345-6789]

NO POSTAGE
NECESSARY IF
MAILED
IN THE
UNITED STATES





**Worry
Less
About
Long
Term
Care.**



LifeSecure helps you make choices that are right for you.

A long term care insurance policy should be an important consideration in your overall financial plan. And no time is better than the present for you to consider this type of protection. With LifeSecure's Benefit BankSM design and Budget-Point PricingSM tool, it's easy to plan for the future.

**Worry Less About Long Term Care.
Choose LifeSecure.**



LifeSecure Insurance Company

Long Term Care insurance policies have exclusions and limitations which may vary by state.

This is an insurance solicitation. A licensed LifeSecure agent may be contacting you.

LifeSecure Insurance Company - Brighton, MI

Policy Form Series LS-0002 (In AZ: LS-0002 AZ 07/07; In ID: LS-0002 ID 07/07; In TN: LS-0002 TN 07/07)

NOT CONNECTED WITH OR ENDORSED BY THE US GOVERNMENT OR ANY STATE AGENCY

IMPORTANT — PLEASE VERIFY ADDRESS BELOW

▼ DETACH HERE AND MAIL TODAY! ▼

Yes, I want to learn more about long term care insurance and what LifeSecure has to offer.

PRINT NAME _____

TELEPHONE # _____

[May B. Doe]
[123 Anystreet, 3-E]
[Yorton, SM 12345-6789]

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Statement of Variability		
Comments:		
Attachment:		
SMD_Variable_ST.pdf		

EXPLANATION OF VARIABILITY LONG TERM CARE INSURANCE

Prospect Mailer - SDM-LSLT91-0210

Side (Page) 1

Bracketed areas at top of page

- to be customized with the client/prospect mailing information
- to be customized with the US Postage permit information/number of the mailing center

Bracketed areas at bottom of page

- to be customized with the US Postage Business Reply Mail information/permit number and address of the processing center receiving reply/returned mail.

Side (Page) 2

Bracketed areas at bottom of page

- to be customized with the client/prospect mailing information